

Department of Defense Bloggers Roundtable With Captain Pat Burns,
Director, U.S. Navy Office of Commemorations Via Teleconference Subject:
Preparing for the War of 1812 Bicentennial Celebration Time: 2:31 p.m.
EST Date: Thursday, November 17, 2011

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PETTY OFFICER WILLIAM SELBY (Office of the Secretary of Defense
for Public Affairs): All right, sir.

And I'd like to welcome you all to the Department of Defense's
Bloggers Roundtable for Thursday, November 17th, 2011. My name is Petty
Officer William Selby with the Office of the Secretary of Defense Public
Affairs, and I will be moderating the call.

Today we are honored to have as our guest U.S. Navy Captain Pat
Burns, director, Navy Office of Commemorations, who will discuss the
upcoming bicentennial of the War of 1812, the Navy's commemoration
campaign and how it helps us tell the story of today's Navy.

A note to the bloggers on the line: Please remember to clearly
state your name and blog or organization in advance of your question,
respect the captain's time and keep your questions succinct and to the
point, and if you are not asking a question, we ask that you please put
your phone on mute.

And with that, sir, the floor is yours for the opening
statement.

CAPTAIN PAT BURNS: I appreciate that. I appreciate everybody's
attendance. I am a complete novice at this. (Chuckles.) This is my
first attempt at this format, and I appreciate your consideration.

The opening statement will simply be a background of how we
ended up here, and what I mean by here is getting ready to execute a
three- year-long bicentennial period for the War of 1812. It started in
2008 to -- (login beep) -- to -- are you going to interrupt to introduce
people, or should I just keep going?

PETTY OFFICER SELBY: You can keep going, sir. I'll get them
after your statement.

CAPT. BURNS: OK.

Two things came together in 2008. One is Gallup Poll did their quadrennial polling, and 9 percent identified the Navy as -- identified really the mission of the Navy. We were last of the services. The Army was the highest rating at about 29 percent. That is a -- critical numbers, especially when we're in two wars. And at the same time, the -- both the secretary of the Navy and the secretary of defense's history advisory groups recommended using the War of 1812 or the bicentennial of the War of 1812 to jump-start America's interest in their history and heritage as a maritime nation and a maritime power.

So put those two factors together, and the -- Admiral Harvey -- I was working for Admiral Harvey at the time as his special assistant, and he was aware of the fact that I was the Navy's point person for President Clinton's millennium celebration on July 4th, 2000 in New York Harbor, where the Navy worked with OpSail on one of their major combined events. That event generated around 9 billion media impressions, and so Admiral Harvey asked me to write a concept of operations for the commemoration of the bicentennial of the War of 1812, but this time to do it smarter and use the lessons learned from 2000 and from '86 with the centennial for the Statue of Liberty with Ronald Reagan and from '76 from the bicentennial with Gerald Ford and '64 World's Fair. And we -- being at Navy History and Heritage Command, we had those lessons learned archived.

So we read through the lessons learned, and we came up with a new concept of operations: Instead of doing one large event, generating a lot of media over a week and then disappearing for another 10 to 12 years -- (chuckles) -- we decided to do a series of significant events based on historical milestones, based on market share, based on existing events that we could partner with, existing organizations, states, cities, nonprofits that we could partner with. And we put together a series of 11 events on the Gulf Coast, East Coast and Great Lakes, and then we're going to theme our West Coast for Fleet Week.

(Coughs.) Excuse me.

So in 2012 we've put together a huge kickoff year for the bicentennial of the War of 1812, and then to sustain that, we were -- we are planning on returning to specific venues on specific bicentennials, so back to the -- Lake Erie for the -- 2013 for the bicentennial of the Battle of Lake Erie, back to Baltimore for 2014 for the Battle of Baltimore, New Orleans in 2015 for the Battle of New Orleans. We started working about a little over two years ago putting together -- working with OpSail putting together some tall ships, modern warships, the Blue Angels, the Marines, the Coast Guard, the Navy. And then the Chief of Naval Operations invited about 120 nations to participate. That is how we got here today.

So I guess that's my opening statement.

PETTY OFFICER SELBY: Thank you very much, sir. And there were four more beeps while on the line, so those who joined that I haven't got your names yet, could you just tell me your names?

Q: Yeah, this is Philip Thompson with Booz Allen. I'm just sitting in to listen and learn.

PETTY OFFICER SELBY: Roger that, sir. Anybody else?

Q: Yeah, Taylor Keelins (sp), doing the same thing.

PETTY OFFICER SELBY: All right, Taylor (sp). OK. And anybody else?

Q: Valerie Mock, Booz Allen Hamilton.

PETTY OFFICER SELBY: OK.

Q: This is Sam Fellman from Navy Times.

PETTY OFFICER SELBY: Hey, Sam.

All right. We'll go on to Tom Goering, who was first on the line.

Q: Thank you. My name is Tom Goering. I'm with Navy CyberSpace, navycs.com. And sir, there is one organization that the Navy has that reaches out to every corner of the United States and, actually, some parts of Europe. But I was wondering what level of coordination there might be with Navy Recruiting Command. For example, is there a video presentation maybe put together that the recruiters could take into local high schools to introduce the War of 1812 and the Navy's involvement, bring it into their history classes and so on over the next three years? Thank you.

CAPT. BURNS: Great question. So Recruiting Command -- all right, I'll address all three of those issues.

What we immediately did when the CNO put out a NAVADMIN, a Navy Administrative Message, putting Navy History and Heritage Command in charge of phase one planning. That is coming to an end, and phase two is beginning, where Fleet Forces Command will be the executive director to execute the plans.

During phase one planning for the last two years, we established three different CNO groups: the CNO working group, kind of the 06 GS-15-level working group, of which Recruiting Command is a member; the strategic communications committee, again with Recruiting Command as a member; and then the advisory group, which is largely admiral and captain, retired Coast Guard, Navy and some other nonprofit members of people that had worked on 2000 or worked on '86 or worked on the '76 events. So Recruiting Command has been with us over the last two years as a partner, with about 20 other Navy commands making up the CNO's working group on 1812.

One of the other parts I didn't mention in my opening statement of lessons learned from 2000 and from '86 was there was no sustainment piece. What was missing were educational materials, you know, websites, books, conferences, scholarly works, archaeological digs. So we have incorporated all of that over the next three years.

We have already launched the K-3 educational program. It's up - - it's asailorslifeforme.org. We put it together with the USS Constitution Museum and the National Endowment for the Humanities and some other partners. We received the Bronze Star for education last year when we launched it. And it's free with teaching guides, and it is an amazing piece. If you want to check it out, it's asailorslifeforme.org. You join the Constitution, and you work your way up, and it's all historically accurate. Ten years of research went into that, and the artwork is done by the artist who did the "Where's Waldo?" books.

The high school-level piece has not been launched yet. It -- we should receive it in February from Boston Publishing. And that is an interactive timeline, which is very cool. I've seen it demoed. And that, of course, will be free and open for classroom use also.

The -- so that's our education piece, and that's our coordination with recruiting. Did I answer all of your question?

Q: Yes, sir. Thank you. The URL for A Sailor's Life for Me, is that sailors -- all one word? CAPT BURNS: All one word: asailorslifeforme.org.

Q: Org. OK. Thank you, sir.

CAPT BURNS: And you join the crew and you -- it's very educational. You get paid and you have to spend your money wisely. And let me give you a hint: If you gamble and drink, you don't get promoted, so -- (laughs).

Q: (Laughs.) Well, that must be based on the new Navy, not the old Navy!

CAPT BURNS: (Laughs.) So there you go. It's new Navy. We're looking at -- towards the future, towards the future.

Q: (Laughs.)

PETTY OFFICER SELBY: Thank you, sir. And Chuck Simmins, you are next.

Q: I just have one quick question. Looking through the material that -- the brief that we were sent, it says something about a naval battle in the Indian Ocean. And I -- did I get confused, or is that --

CAPT BURNS: No, you're not. This actually fascinated me. I used to have another slide that laid out on the globe where all the --

where all the battles happened, and there was actually some action out by Hawaii, also. I am not a historian; I'm a surface warfare officer. The reason I'm in this position is really the 85 percent of the grunt work that goes into a commemorative activity is logistics, operations, air ops, port ops, ATF, antiterror and force protection, safety and security, dignitary protection, all those things, before the ships ever get pier-side or the planes ever get airborne. And then we do our history and our public engagements and our media and our recruitment and our events.

So that's why I'm here; I'm not an historian. And I can certainly have Dr. Crawford, who is our head historian on 1812, get back to you on that. But having spoken a lot over the last two and a half years with Dr. Crawford, there were actions in all those places. And "Hawaii Five-0" actually mentioned us in an episode -- (laughs) -- a few weeks ago, I'm told, because we went out and pitched all of this to -- on the West Coast at NAVINFO West. Q: OK, because I'm looking at a Wikipedia list of naval battles, and it's difficult to determine if any of them were off Hawaii or in the Indian Ocean. Clearly, you know, there was fighting off of Brazil, off Guyana, in the Azores, but the really far-flung battles don't seem to be mentioned here, I don't think. So, yeah, I would be interested in a -- in a list of --

CAPT BURNS: Right. We'll have -- let me make sure -- is the moderator able to -- does he know how to get ahold of you? How does this work?

Q: Yeah.

CAPT BURNS: How do we -- how do we answer your questions?

Q: You could -- you could send it to Petty Officer Selby, and he would forward it on to us.

CAPT BURNS: OK, perfect.

Q: All right?

Q: Hey, Capt, this is Philip.

CAPT BURNS: Yes?

Q: Are you referring to Commodore Porter and the Essex, in the South Pacific?

CAPT BURNS: I believe -- yes, it's the Essex. And also, the British stopped in Hawaii with prisoners or something. I'm not sure. Again, I'm not a historian -- (laughs) -- so I won't even pretend. To get ready for this, I read "Six Frigates." Is that good enough? (Laughs, laughter.) And I've listened to a lot of lectures. And when the -- when the interactive high school piece comes out, I'm sure I'll be much better.

Q: Thank you.

CAPT BURNS: Thanks a lot.

PETTY OFFICER SELBY: And John, you are next, John McCandless.

Q: Yes, Captain, I'm a retired 1655 captain, and my main residence is in Detroit, which is one of the main cities. Our target is September 5th through the 12th, I believe. How are the individual cities getting organized? We have just the start of a committee, but the ones that are further along are going to be held before us, between now and then. How do you help them structure?

CAPT BURNS: It's very -- it's intriguing. That's another reason, I guess, I'm in this job. From 1995 to 2002, I was a Navy representative in New York, and helped in Boston and helped in Norfolk and other areas, so -- with major events, like the 200th birthday of the Constitution in Boston, and Fleet Week every year in New York, and then OpSail International Naval Review 2000 in New York and all those kind of events. And what you find is like what you find with anything in America: Every state, every city is different.

New York would be a loose conglomeration of nonprofits: the Intrepid Foundation, the Navy League, the USO, the Staten Island Fleet Week Inc. There's -- gosh, I think there's -- I think, over 400 veterans groups in New York that come under the mayor's Office of Veterans Affairs; and then, of course, the Mayor's Office. And these groups all get together, and it's really a loose confederacy of organizations.

In Norfolk it's very straightforward. Norfolk works with an events team called Festevents, run by Karen Scherberger, and they do the events for the city of Norfolk. In New Orleans, it's again completely different. It's a committee established by the mayor, led by Mark Romig, and it is really amazingly effective. These are the same people that they pulled together for the Superbowl and for the World's Fair. And so each city really takes a different approach, and we try to respect that and work with whatever construct is most comfortable for them.

And obviously, the cities that are coming first -- you know, shoot the wolf closest to the door, so our number-one concern right now is April 17th, with the ships arriving and the Blue Angels arriving into New Orleans. And Detroit has really, really turned it on lately, and the whole Great Lakes region is going to be amazing. And whatever sailors, Marines and Coast Guardsmen get to go to the Great Lakes, they'll be telling their grandkids for Thanksgivings to come how great a cruise that was, I think.

We haven't done a Great Lakes cruise since 1999, and the cities up there are getting ready to roll out the red carpet. So we will be at the end of this month having our third visit to Detroit to really start to tie things down and move forward there.

Does that answer your question?

Q: It does. I should have mentioned I blog for the Navy Memorial Navy Log Blog. And also I ran into Taylor over the weekend,

and I understand BoozAllen is assisting on this project. So if we need a speaker, we can bounce ideas off of Booz Allen or off of your office. Having not participated in one of your visits to Detroit yet, I'm not really sure who the go-to contact person will be, for example.

CAPT. BURNS: Again, there's a commander up there at the NOSC, which is -- you know, about every other year we change the name of a Navy Reserve Center. Its now a NOSC. (Laughs.) And his name escapes me right now, but of course we can always put you in touch with --

Q: No, I'm well acquainted with him. So that's pretty much the head point of contact, then?

CAPT. BURNS: Yes, from the Navy side. And I'm not -- I don't believe the mayor at this point has announced a committee or the head of their committee. We've done the port surveys, we've done the capacity and capability studies, we've looked at the air ops possibilities -- which is another thing that just happened in Detroit. It was going to be a Detroit Windsor -- the Great Lakes is a joint Canada-U.S. sail, by the way, which is very exciting. And the Villa de Quebec (ph) and two Canadian minesweepers are joining the U.S. Navy and the U.S. Coast Guard and hopefully the Brig Niagara at most of these ports.

And we are hoping that the Windsor Air Show would be at the same time. I understand that recently the Windsor Air Show has gone away, so the Canadian Snowbirds, their premier act is not going to be there, so now we have to take a step back and look at what kind of air assets we will be able to send to Detroit. So we'll work that out with our aviator folks.

Q: Okay. Thanks much.

CAPT. BURNS: Thank you.

PETTY OFFICER SELBY: Thank you, sir. And on to Maggie.

Q: Hi. I am Maggie of Boston Maggie Blog Spot. And I want to know what the Navy would ask of bloggers to help them reach out to the public. What is it you want the public to know now? What do we tell civilians who want to get involved, and how?

CAPT. BURNS: OK. Wow, there's a lot in that question. Let me try to address each of those things.

One of the things we want the public to know is we are a maritime nation. And we use the chief of naval information's little mnemonic device -- 70/80/90. Seventy percent of the world is covered by water -- we're rounding these numbers of course -- 80 percent of the world's population lives within a hundred miles of those waters and 90 percent of the trade still travels by those waters. And your Navy is on watch 24 hours a day, seven days a week, 365 days a year keeping those lanes of commerce free and open. And we've been doing that for 200 years. And we are commemorating that fact.

And -- well, the other thing I think we're trying to let people know is really not much has changed.

(Chuckles.) The USS Constitution was technologically superior and got the name "Old Ironsides" because cannons bounced off of her sides because she was made with some new and interesting designs, and they were faster, and we were able to take on the largest fleet in the world, greatly outnumbered, and have enough -- inflict enough damage that it wasn't worth it for the British fleet to stay around, which is the best way, I think, to articulate our win. (Chuckles.) We were so severely outnumbered. It was amazing, the more you study this war.

And what -- how to help -- the best way to help would be to support one of those numerous organizations that come together in each city to put these events on, whether it's the Navy League or the USO or the VFW or the Union League Club in Chicago or the Pritzker Library in Chicago or the mayor's committee in New Orleans, and Festevents takes volunteers in Norfolk.

So you know what? That's a -- such a great question, I think I need to make a slide in this presentation, with the approval of all of our nonprofits, that articulates exactly how they can get reached -- how people can reach out to them. So, you know, I've been doing this for two years, and you're the first one to ask that question, and it needs to be answered. So we will add that to our standards brief on how people can reach out in each city and help. So thank you for that question.

Q: Very good. Thank you.

PETTY OFFICER SELBY: And Michelle (sp), did you have a question?

Q: I do, Glenn.

Captain, I was wondering, is this going to replace the Navy Weeks, or will we -- is this War of 1812 commemoration nationwide going to be included in the 22 cities that Navy Weeks does also?

CAPT. BURNS: So NAVCO, Navy Office of Community Outreach that does Navy Weeks is and has been and always will be on our commemorative committees. The Navy Week assets are being brought to the nine cities that are not Fleet Weeks. New York and Norfolk are Fleet Weeks.

Q: Right.

CAPT. BURNS: So, there's no replacing -- and in this special year, we're coming together with NAVCO at these nine cities, using their expertise and actually using a lot of their processes that they've developed over the last three years.

Q: Right, that's what I was wondering because --

CAPT. BURNS: Right.

Q: -- you know, 22 weeks for Navy Weeks, and then this is going to be 14 weeks. So if they're going to --

CAPT. BURNS: Right, well, nine of these events we are working with NAVCO, and they're bringing all their Navy Week assets and skill sets to help us. So the CNO wrote an instruction a few years ago -- I helped write it -- "Outreach: America's Navy" -- and that instruction helps us better coordinate together all of our assets from recruiting to Navy Weeks to Fleet Weeks to Blue Angels air shows and other assets.

And this 1812 is the first major test of that instruction. How do we take all the assets that we already own and use them more effectively within our budgets? Because we have found that when you combine tall ships and warships and Blue Angels and Marines and Coast Guard and Navy, you get an amazing amount of public interest.

Individually, you get a significant amount of interest, but a typical Navy Week, Fleet Week, Blue Angels air show activity will generate about 1 (million) to 5 million media impressions. When you put together all of those elements and advertise it well, you end up with billions of media impressions. It seems to be a magical formula that generates a lot of interest, and we do this, if you look at our history, roughly about every 10 to 12 years, an event of this size.

Q: Very good. And one last -- real brief here, you said -- you had mentioned the standards brief and the list of nonprofits, or for the various cities. Is that posted somewhere, or do you have that already in existence for access?

CAPT. BURNS: Well, just about every one of our partners is on ourflagwasstillthere.org, which is the website, or the OpSail website, and they're also linked to the various city websites, which also list all of their folks.

So we should all be linked up there once you get into the system.

But you will literally end up with hundreds of nonprofit groups, educational institutions, federal, state and local agencies participating. It becomes rather undaunting when you start listing it. Our museums alone, our volunteer museums that will put up exhibits from 2012 through 2015, are now over 200. So -- (chuckles) -- when I listed all of the museums on one slide at one point, it just became an unreadable eye chart. (Laughter.)

So I am really happy, but --

Q: Overwhelmed?

CAPT. BURNS: -- and pleasantly surprised at the amount of interest in the War of 1812. And then that helps us to generate a lot of interest in the Navy and the Coast Guard and the Marine Corps, which is, I think, a great thing.

Q: We love our Navy.

CAPT. BURNS: I love our Navy. That's why I've spent the last 25 years in it. (Chuckles.) So -- and hopefully some more. So --

PETTY OFFICER SELBY: Thank you, sir.

And -- sorry, Sam, did you want to ask a question?

Q: Yes. Captain, this is Sam Fellman from Navy Times. I'd like to know the budget for the commemorations that your office has, and also the projection for how much it's estimated to cost in total.

CAPT. BURNS: Why did I know that was the exact question you were going to ask? So -- (chuckles) -- that's a very responsible question, and that's what's in the news every day today.

My office was stood up a little over two years ago. Across the -- (inaudible) -- defense plans, we have \$12 million. That money is for all of our staff across that five-year period, all of our support, all of our programs, educational, website, books -- (inaudible) -- archaeological digs, all those things I mentioned before.

And it's hard to break it apart because this is the new and first-ever -- (coughs) -- sorry, excuse me -- Navy Office of Commemorations. So in addition to working on 1812, we've been working on improving Midway. If Navy Times would come out to our annual Midway celebration at the Navy Memorial, you would see how great it is. And you should put it on the front page, by the way. (Laughter.) And we're working on improving the Navy birthday. We're working on the sesquicentennial of the Civil War. We're working on Vietnam 50, Korea 60, and we're just starting to work on World War I centennial and World War II 75th.

So honestly, the bulk of that \$12 million effort over the five-year period has gone towards 1812, but we are also ramping up on all those other events. So I can't tell you the exact breakdown because I have one person who's also working, say, air ops on 1812 -- well, they're also working air ops on some other events.

Q: Is it all going to be paid for -- are the -- specifically to the commemorations of 1812, this is all paid for by your office, or is there other -- are there other Navy budgets that are -- that are augmenting some of these local celebrations, or grants for museums?

CAPT. BURNS: I can't address the other budgets, but I can address what I know for sure is happening, and that is people are trying to be smart. We mentioned Navy Week -- 21 Navy Weeks a year. In 2012 CHINFO will do 15 Navy Weeks, and then that additional resource will go toward the nine that -- nine Navy Weeks that support this. I know the fleet scheduler, who usually does lots of onesies and twosies scheduling ship visits in the continental United States. A lot of those ship visits have been diverted to, say, Boston. So there'll be more ships in Boston. So instead of doing four or five individual visits, they'll send four or five ships at the same time to Boston.

So people are being -- one of the points of standing up this office was so people could plan years in advance and be smarter and more efficient. And it seems to be working. I can't tell you what those exact numbers are. You would have to ask Fleet Forces. You'd have to ask CNIC. You'd have to go to CHINFO.

I don't have those numbers with me specifically. But I do know that, sitting in meeting after meeting, people are being very efficient and very creative on how we're approaching this.

Q: What -- you probably have said this, but what year was your office stood up?

CAPT. BURNS: 2009. I started working on this while I was still working at Director of Navy Support office in 2008. But that was just me working on it.

Q: OK. Thank you, Captain.

PETTY OFFICER SELBY: Thank you, sir.

CAPT. BURNS: Does that help with that?

Q: Yeah, it helped for me.

PETTY OFFICER SELBY: Sir, did you have time for a few more questions?

CAPT. BURNS: How we doing? Yeah, I'm OK. (Coughs.) Excuse me.

PETTY OFFICER SELBY: Roger that. We'll go back around to Tom.

Q: Thank you. I don't have any additional questions. I think -- I appreciate the time, and I look forward to all these activities. Thank you.

PETTY OFFICER SELBY: Chuck?

Q: I just want to know if we can safely assure the Canadians that despite the number of military units in their vicinity, we have no intention of occupying southern Ontario. (Laughter.)

CAPT. BURNS: Well, seeing as Canada believes they won -- (laughter) -- and Heritage Canada is spending a hundred million dollars commemorating their victory, I don't think they have any fear whatsoever.

Q: (Chuckles.) OK. There's a hundred million dollars?

CAPT. BURNS: That is what the Canadian Parliament has put towards this effort. Q: Wow.

CAPT. BURNS: Yup.

Q: Are the British involved at all?

CAPT. BURNS: The British will be represented at all of our signature ports.

Q: All right, great. Thank you.

PETTY OFFICER SELBY: And John.

Q: Quick one. Captain, will your office be a permanent office? In other words, two years from now, will they be working on other commemorations that are coming down the road?

CAPT. BURNS: I have to say yes. As tired as I am today, I am still saying yes. (Chuckles.) The -- yes, the reason for standing up this office was to try to be smarter. We are always working on some sort of commemorative activity. In the past the Navy, the Army, DOD in general would stand up a group, we'd go commemorate something, and then the group would break apart, and we'd lose a lot of that corporate knowledge, and we weren't being very efficient. So finally, they said, look, why don't we just stand up an office that does this and has that corporate knowledge and keeps the lessons learned and knows how to do this. And so that's why they stood up this office.

Q: Thank you. And thanks for your time today.

CAPT. BURNS: Really appreciate it.

PETTY OFFICER SELBY: Thanks, John.

On to Maggie.

Q: Hi. Back to Chuck's question about British representation, when you say there'll be British representation at events, when we do stuff down on the Constitution, some guy comes over from the consulate. It's not really participation, it's just someone there. Is that what you mean? Or is --

CAPT. BURNS: No, they have -- they have ships at each of the Gulf Coast and East Coast events.

Q: OK. And if I could, where you were just talking about this office being permanent, can I go off-topic for a sec and ask, is there a big plan for the 70th anniversary of Pearl Harbor in a couple of weeks?

CAPT. BURNS: That was already in the works when this office was formed, and so was CoNA. So CoNA was the last major event Navy-wide conducted without this office being stood up. And the 70th is a specific event that is the last specific event without any input from this office. So does that answer that question?

Q: Yeah. Thank you.

PETTY OFFICER SELBY: Michelle (sp), did you have a follow-up?

Q: No, I think I'm good, Glenn. Thanks.

PETTY OFFICER SELBY: Roger that.

Bart?

Q: Hi, Captain Burns. This is Bart Buechner. I'm also a retired public affairs captain up in northern Michigan, close to Saginaw. So I've got to give a shout out to my good friend John McCandless down in Detroit. (Laughter.) And we got to get together soon on some of this stuff. But --

CAPT. BURNS: Another retired public affairs 06. So how's (the SLO ?) doing? Am I doing OK? (Chuckles.)

Q: You're doing awesome. You got a wonderful consortium put together. It obviously -- there's a lot of depth and thought that's gone into this in building these coalitions, and I think that's what's going to make this successful. So Bravo Zulu to you on all that.

CAPT. BURNS: Appreciate that.

Q: The issues that I'm working on up here mostly are involving returning veterans, military veterans. So my concern is particularly on university campuses.

So I'm going to be looking for opportunities to get the schools involved, and also get their veterans to maybe self-identify, come out a little bit, and get some recognition for the tradition, particularly in this part of the country. So there's, I think, a need for more civilian-military dialogue on what the service is about.

And so my question, I guess, around that would be -- one is, are we talking about maritime strategy any more, or is that pretty much in the wake? And two, I think I see some ways to engage with the history departments of colleges and universities, but wanted to see if you had any more comments about how we might help to do that.

CAPT BURNS: Well, I'll try to address each issue. One, we're working with the Naval Academy and U.S. Naval Institute, USNI -- US, yeah -- on a 2013 conference in -- at the Naval Academy, a university- level conference. And then I believe Canada is going to pick it up in '14, and the U.K. will finish it out in '15.

There was a lot of movement from a lot of universities to have conferences and things, so we started this monthly conference call. And we're trying to coordinate, because we don't want to have too many conferences, because then all of them sort of fall short.

Q: Right.

CAPT BURNS: And we don't want to have too few; then we don't make any impact. So we're trying to find that balance. But we'll definitely be highlighting the 2013 conference at the Naval Academy.

For the veterans groups and the school groups, every time we do a fleet-week-level event, we have some of the ships in the morning set aside group tour times for specific groups: veterans and Navy Leaguers and school groups and things like that. As they -- the cities in the Great Lakes region get more mature, their development of their schedule of events, those are really nice things to plug the veterans into and the school groups into, and things like that.

And also, for the educational programs, the one that's already out for K-through-8 is up online, and the high school one's coming out in February. And we want to make sure that you have those materials readily available to you, also.

Was there another -- was there a third part of your question I didn't get? Q: Yeah, the third part was maritime strategy. I think the two things you just answered were the really important ones, and it sounds like good direction, too.

CAPT BURNS: Right. The maritime -- the strategic communications piece -- you know, the right up-front, keeping the sea lanes free for 200 years, in '70, '80, '90, we were -- you know, that's what CHINFO is doing right now, and then that's what we're currently promoting. But lieutenant -- lieutenant (laughs) -- retired Captain Dan Dayton and Admiral Driscoll and many are working on rolling out the (CNO ?) strategic communications plan. I know they have a major meeting at the end of this month. And I don't know exactly what it's going to be, so I'd have to put you in touch with Dan Dayton or Admiral Driscoll. I'm sure that will be rolled out here very shortly, with the CNO stamp of approval. So I'm not sure whether they'll address maritime strategy or not now. I don't know.

Q: OK, great. Thank you very much. I do know Dan, so I'll follow up with him.

CAPT BURNS: Perfect.

PETTY OFFICER SELBY: Bart, did you have a real quick follow-up? I didn't get to you on the first time around.

Q: Yeah, that -- these are the three things that I had.

PETTY OFFICER SELBY: OK.

Q: So thanks; appreciate that.

PETTY OFFICER SELBY: OK. All right.

And, sir, I think we are about out of time. Did you have a closing statement you wanted to make?

CAPT BURNS: Very simple: I appreciate your interest. I think this is a great opportunity. I didn't tell you the up-side. Here's the up-side of that Gallup poll in 2008. The up-side was over 80 percent of the people polled sincerely wanted to learn more about the Navy and the Coast Guard and the Marine Corps, and DOD in general. And what we were told by those polls in the -- and the studies that followed, was the best, most impactful way for the public to engage is face-to-face. And unfortunately, we do less and less of that, because we're forward-deployed all the time, we have fewer ships and we don't do nearly as many port visits as we used to.

So every time we pull into port, it's critical that people like you let people know that the sailors and Marines and Coast Guardsmen are there, so they can meet these young men and women face-to-face and find out what they do from them. And that seems to be the thing that makes a big difference. And if I didn't believe what I was doing was important, I certainly wouldn't be doing it.

And when you meet these young men and women, it's amazing. I'm glad I'm old, and I don't have to compete against them -- (laughs) -- because they're really incredible, and the American public needs to meet them and know that.

So I appreciate all your time.

PETTY OFFICER SELBY: Thank you very much, sir. And thank you to everybody on the lines for participating today.

Today's program will be available online, on dodlive.mil, where you'll be able to get a story based on today's call, along with the transcript and audio file.

Again, thank you to everybody on the line. This concludes today's event. Feel free to disconnect at this time.

Q: Thank you once again, shipmate.

CAPT BURNS: Thank you.

Q: Thank you.

PETTY OFFICER SELBY: Yes, sir. Thank you, sir.

END.